

# Business MATCHMAKING



A Cooperative Agreement between SBA and HP Small Business

## **FREE Small Business Procurement Workshop** **Business Matchmaking Workshop Plus** **Tuesday, June 29, 2004 8 a.m.-1 p.m.** **The Westin Hotel - Southfield, Detroit**

### **WHAT?**

This half-day immersion program is designed to help small firms begin or expand doing business with government agencies and large corporations in every industry. Experts from the U.S. Small Business Administration, SCORE, Small Business Development Centers, and the private sector will present an intensive, interactive training session. It will be followed by one-on-one counseling sessions onsite.

### **TOPICS:**

- Identifying government and large corporation buyers that are right for your business
- Effective marketing and sales approaches to government and large corporations
- The process for government certification and opportunities
- A comprehensive invitation to free resources accessible from the SBA, SCORE, and Small Business Development Centers
- An introduction to Business Matchmaking and subsequent procurement opportunities

### **WHY?**

There's never been a better time for small business to deal with large corporations and government agencies. Changes in federal law coupled with incentives to big business have made it easier for your company to participate in this huge marketplace.

This workshop is for those who have started going after government and large corporate business and also for those anxious to begin. Business Matchmaking Plus is a valuable investment of your time at no cost for participation.

### **HOW?**

- Go to [www.BusinessMatchmaking.com](http://www.BusinessMatchmaking.com) to register **FREE** for this workshop.
- After the workshop, you'll be registered in the Business Matchmaking network with codes and descriptions fitting your company.
- In the 90 days after the workshop, each participating small business will have an opportunity to talk with several senior procurement officers from a long list of government agencies and large corporations.
- ***The rest is up to YOU!***

**TO REGISTER, GO TO [WWW.BUSINESSMATCHMAKING.COM](http://WWW.BUSINESSMATCHMAKING.COM)**

## WHAT'S THE "PLUS"?

**Participating small businesses will be introduced to buyers from large corporations and government agencies interested in their products and services in the months following this workshop. These introductory interviews are only available to those that attend the June 29th workshop.**

## AGENDA:

### **7:00 a.m. - 8:00 a.m.**

Check-In and Continental Breakfast

### **8:00 a.m. - 10:30 a.m.**

Workshop Plus Program

- CCR Registration and Other Critical Certifications
- Doing Business with Federal Agencies
- Doing Business State & Local Government Agencies
- Doing Business with Large Corporations and Prime Contractors
- Utilizing SBA and Related Small Business Resources
- Where Do We Go From Here? Introduction to the Matchmaking Process

### **10:30 a.m. - 1:00 p.m.**

One-on-one counseling with SBA, SBDC, SCORE and other local resources, certification guidance and assistance with access to the Business Matchmaking Registration System, and a great networking opportunity.

## WHERE?

The Westin Hotel - Southfield, Detroit  
1500 Town Center  
Southfield, Michigan 48075  
Phone: 1-248-827-4000  
Fax: 1-248-827-1364

## HOW DO I REGISTER?

Registration is free and is based on a first come, first serve basis as space is extremely limited. Register at [www.BusinessMatchmaking.com](http://www.BusinessMatchmaking.com). Click on the "Workshop Plus @ Detroit" button on the left hand navigation bar. For questions, please call Business Matchmaking customer service, 1-888-404-5524.

Only those that attend the Workshop Plus event in Detroit will be introduced to buyers interested in small business products and services in the months following the event.

This U.S. Small Business Administration (SBA) Cooperative Agreement is partially funded by the SBA.  
SBA's funding is not an endorsement of any products, opinions or services.  
All SBA funded programs are extended to the public on a non-discriminatory basis.

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